

## ORDER



**Orders**  
**Order / Rev:** 706084  
**Alt Order #:** 6274294  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 22  
**Flight Dates:** 08/15/12 - 08/21/12  
**Original Date / Rev:** 08/13/12 / 08/13/12  
**Order Type:** Political

## WTLV-TV

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	80	\$63,375.00	\$53,868.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	80	\$63,375.00	\$53,868.75	0.00
<b>Totals</b>	<b>80</b>	<b>\$63,375.00</b>	<b>\$53,868.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WTLV-TV	30%	\$63,375.00
Market	100%	\$211,250.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	6%	\$12,675.00
WCWJ	0%	\$0.00
WJXT	30%	\$63,375.00
WJXX	9%	\$19,012.50
WTEV	25%	\$52,812.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/20/12	08/21/12	M-F 6-7a M-F 6-7am	CM	6a-7a	MT-----	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	MT-----			2		\$1,000.00		0.00				
E 2	WTLV	08/15/12	08/17/12	M-F 6-7a M-F 6-7am	CM	6a-7a	--WTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--WTF--			3		\$1,000.00		0.00				
E 3	WTLV	08/15/12	08/17/12	Today Show M-F 7-9am	CM	7a-9a	--WTF--	:30	6	\$950.00	P-3	0.00	NM	6	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/13/12	08/19/12	--WTF--			6		\$950.00		0.00				

Order / Rev: 706084  
 Alt Order #: 6274294  
 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 22

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WTLV	08/15/12	08/17/12	Today Show M-F 7-9am	CM	7a-9a	--WTF--	:30	6	\$950.00	P-3	0.00	NM	6	\$5,700.00
				2X MAX/DAY											
E 4	WTLV	08/20/12	08/21/12	Today Show M-F 7-9am	CM	7a-9a	MT-----	:30	5	\$950.00	P-3	0.00	NM	5	\$4,750.00
				3X MAX/DAY: M, 2X MAX/DAY:TU											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MT-----		5			\$950.00		0.00				
E 5	WTLV	08/20/12	08/21/12	Today Show II M-F 9-10am	CM	9a-10a	MT-----	:30	3	\$300.00	P-3	0.00	NM	3	\$900.00
				2X MAX/DAY: M											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MT-----		3			\$300.00		0.00				
E 6	WTLV	08/15/12	08/17/12	Today Show II M-F 9-10am	CM	9a-10a	--WTF--	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	--WTF--		2			\$300.00		0.00				
E 7	WTLV	08/15/12	08/17/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	--WTF--	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	--WTF--		3			\$150.00		0.00				
E 8	WTLV	08/20/12	08/21/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	MT-----	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MT-----		2			\$150.00		0.00				
E 9	WTLV	08/15/12	08/17/12	M-F 4-5p Ellen	CM	M-F 4p-5p	--WTF--	:30	3	\$175.00	P-3	0.00	NM	3	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	--WTF--		3			\$175.00		0.00				
E 10	WTLV	08/20/12	08/21/12	M-F 4-5p Ellen	CM	M-F 4p-5p	MT-----	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MT-----		2			\$175.00		0.00				
E 11	WTLV	08/20/12	08/21/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MT-----	:30	2	\$550.00	P-3	0.00	NM	2	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MT-----		2			\$550.00		0.00				
E 12	WTLV	08/15/12	08/17/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	--WTF--	:30	3	\$550.00	P-3	0.00	NM	3	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	--WTF--		3			\$550.00		0.00				
E 13	WTLV	08/20/12	08/21/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	MT-----	:30	4	\$1,400.00	P-3	0.00	NM	4	\$5,600.00
				2X MAX/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MT-----		4			\$1,400.00		0.00				
E 14	WTLV	08/15/12	08/17/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	--WTF--	:30	6	\$1,400.00	P-3	0.00	NM	6	\$8,400.00
				2X MAX/DAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	--WTF--		6			\$1,400.00		0.00				
E 15	WTLV	08/20/12	08/21/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	MT-----	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/20/12	08/26/12	MT-----		2			\$1,200.00		0.00				
E 16	WTLV	08/15/12	08/17/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	--WTF--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week: 08/13/12	08/19/12	--WTF--		3			\$1,200.00		0.00				

Order / Rev: 706084  
 Alt Order #: 6274294  
 Flight Dates: 08/15/12 - 08/21/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 22

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 17	WTLV	08/20/12	08/21/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p MT-----	:30	2	\$1,200.00	P-3	0.00	NM	2	\$2,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	08/20/12	08/26/12	MT-----		2		\$1,200.00			0.00				
E 18	WTLV	08/15/12	08/17/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p --WTF--	:30	6	\$1,200.00	P-3	0.00	NM	6	\$7,200.00	
	2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	08/13/12	08/19/12	--WTF--		6		\$1,200.00			0.00				
E 19	WTLV	08/20/12	08/21/12	LN (M-Su) Late News (M-Su)	CM	11-1135p MT-----	:30	2	\$1,000.00	P-3	0.00	NM	2	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	08/20/12	08/26/12	MT-----		2		\$1,000.00			0.00				
E 20	WTLV	08/15/12	08/17/12	LN (M-Su) Late News (M-Su)	CM	11-1135p --WTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	08/13/12	08/19/12	--WTF--		3		\$1,000.00			0.00				
E 21	WTLV	08/15/12	08/17/12	M-F 5-6a M-F 5-6am	CM	5a-6a --WTF--	:30	6	\$300.00	P-3	0.00	NM	6	\$1,800.00	
	2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	08/13/12	08/19/12	--WTF--		6		\$300.00			0.00				
E 22	WTLV	08/20/12	08/21/12	M-F 5-6a M-F 5-6am	CM	5a-6a MT-----	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00	
	2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	08/20/12	08/26/12	MT-----		4		\$300.00			0.00				
E 23	WTLV	08/18/12	08/18/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p -----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S-		1		\$300.00			0.00				
E 24	WTLV	08/18/12	08/18/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p -----S-	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S-		1		\$350.00			0.00				
E 25	WTLV	08/19/12	08/19/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p -----S	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00	
	2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S		2		\$300.00			0.00				
E 26	WTLV	08/19/12	08/19/12	Sun Prime 1st Half Sun Special 2+ Hours	CM	Various -----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S		1		\$1,800.00			0.00				
E 27	WTLV	08/19/12	08/19/12	LN (M-Su) Late News (M-Su)	CM	11-1135p -----S	:30	1	\$1,400.00	P-3	0.00	NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>				
	Week:	08/13/12	08/19/12	-----S		1		\$1,400.00			0.00				
Totals												80	\$63,375.00		